

Filipino Travelers to
CALIFORNIA

Prepared for
California Tourism



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EXECUTIVE SUMMARY

FILIPINO TRAVELERS TO CALIFORNIA

Total Market. Of 154,000 Filipino visitors to the U.S., 75.4%, or 116,000 visited California in 2005. This represented a 6% increase from 2004, and a drop of 15% from the peak year of 2001.

	Visitors to CA from Philippines (est.)	Philippines to CA as % of total US
1998	87,000	74.3%
1999	100,000	69.1%
2000	114,000	67.8%
2001	136,000	75.3%
2002	118,000	68.1%
2003	111,000	82.6%
2004	109,000	75.7%
2005	116,000	75.4%

Main Destination. Almost three-fourths of Filipino visitors to California (72%) reported California was the main destination of their U.S. trip.

Purpose of Trip. Among all Filipino visitors to California in 2005, 84% reported visiting friends/relatives was one of their major reasons for traveling. Other reasons for traveling included vacation/holiday (74%), business (16%), and attending a convention (8%).

Port of Entry. A combined total of 78% of Filipino visitors to California entered the U.S. through west coast ports. Almost half (48%) entered through Los Angeles, followed by San Francisco (29%).

Top Metropolitan Areas Visited in California. Filipino visitors to California in 2005 tended to center their trip itineraries on the major cities of Los Angeles (74%), San Francisco (53%) and Anaheim (14%).

Leisure/Recreation Activities. The top leisure and recreation activities reported by visitors from the Philippines were shopping, dining, and sightseeing in cities. Filipino travelers are more likely to go sightseeing in cities, to amusement or theme parks, visit historical places, visit national parks, tour the countryside, and gamble in casinos than most other overseas visitors.

Advance Trip Decision. In total, Filipino travelers to California reported making their trip decision 56 days in advance of their trip. This is shorter than the average trip decision time of 90 days reported by all overseas visitors to California.

Means of Booking Air Trip. Seven in ten Filipino travelers to California (70%) booked their air trip via a travel agent. This was higher than the other major overseas markets to California (57%).

Means of Booking Lodging. In 2005, 15% of Filipino visitors to California reported booking their lodging through a travel agent, while 12% reported booking their lodging with the help of friends or relatives.

Trip Information Sources. Among Filipino visitors to California, the most frequently mentioned sources of information included: a travel agency (57%), followed by friends or relatives (31%), direct information from airlines (28%), and personal computer (20%).

Length of Stay. Filipino visitors stayed an average of 36.6 nights in the U.S. and 19.1 nights in California. In comparison the length of stay for all overseas visitors to California was 10.6 nights in the state.

Sex and Age. Men comprised 44% of Filipino travelers to California and their median age was 45 years. This is higher than the median age of 42 years reported by all overseas male visitors to California. Women represented 56% of all Filipino travelers to California in 2005 and their median age was 41 years. The median age reported by all overseas female visitors to California was 40 years.

Travel Party Size. Most (83%) of Filipino travel groups consisted of adults only. Only 17% of Filipino travel groups to California included children. The mean travel party size for all Filipino visitors to the state was 1.7 people, compared to a mean travel party size of 1.5 people for all overseas visitors to California.

Annual Household Income. Visitors from the Philippines reported much lower average median household incomes (\$38,200) relative to all overseas visitors to California (\$78,800).

Accommodations. More than half of Filipino visitors (53%) to California chose a hotel or motel as their primary type of accommodation during their stay in 2005. This proportion is much lower than the 79% reported by all overseas visitors to California. More than seven in ten (71%) Filipino visitors stayed in a private home in 2005, compared to 30% for all overseas travelers to California.

Use of Prepaid Package. In 2005, 4% of Filipino visitors used prepaid packages. This was lower than the 15% of all overseas visitors to California who reported using prepaid packages.

Expenditures. Visitors to California from the Philippines spent an estimated 168 million dollars in California in 2005. Filipino visitors were spending an average of \$76 per day during their visit, compared to \$103 for all overseas visitors. Each visitor to California from the Philippines spent an average of \$1,452 in the state.

Average International Airfare. Average international airfare to the U.S. was \$1,251 for Filipino visitors, which was lower than the \$1,821 average international airfare reported by all overseas visitors to California during 2005.